



Department of
**Finance &
Administration**

Strategic
Technology Solutions

STS Career Opportunities

Date Posted: 07/08/16

Position Title: Enterprise Web/Mobile/Applications Consultant

Location: Data Center North

Hiring Manager: Dasa Martin

Closing Date for Posting: 07/22/16

Job Overview Summary:

The State of Tennessee's Strategic Technology Solutions (STS) office is the centralized IT agency for the state's executive agencies. Its mission is to optimize the way the state capitalizes on IT in order to deliver better services to our citizens. Within STS, the Enterprise Web/Mobile/Applications Consultant will work with the leadership of the department in order to notate and coordinate the ongoing developments of the department. This position will also directly interface with the customer to ensure all needs are being met and new developments are being created. The Consultant will also meet regularly with leadership across the state to ensure we are building towards an enterprise solution where developments can be used across departments and branches to achieve a more cohesive user experience. This position will also help write and reach out to other Governmental entities for awareness of state achievements for publications and awards.

Duties and Responsibilities:

- Assist team in managing and developing effective and compelling optimized content including, but not limited to, web page copy, white papers, sales sheets, infographics and videos.
- Assist with the coordination and completion of content migration and creation for enterprise website redesign project.
- Manage deadlines, coordinate workflow and monitors and summarizes progress of content efforts.

- Report to the Manager while working with leads, departmental managers, Customer Focused Government (CFG) department and other stakeholders.
- Create and distribute information to journals, magazines, government groups and other industry related areas for ongoing communications with our fellow states on improvements and accomplishments.
- Create submissions for outside and inside state contests and other judging initiatives for acknowledgements for the state successes.
- Develop and maintain the states success story and journey of their digital environments.
- Ability to create, maintain and communicate project plans and timelines.
- Proven track record of delivering exceptional quality content on time.
- Build and manage the state's social media profiles and presence, including Facebook, Twitter, YouTube and other relevant channels.
- Track success, monitor and engage in relevant social discussions about our state with new and existing audiences.
- Establish closed-loop analytics to understand how our inbound activity turns our services into services our customers can understand and use.
- Prepare reports on results, findings and recommendations and present to management.
- Work closely with the Application Lead and Web/Mobile Lead to build integrated and/or seamless environments.
- Work closely with the stakeholders and all departments of the state of Tennessee to ensure we are meeting their needs.
- Build an environment for the enterprise not for single silo organizations.
- Uphold branding standards for the state and the particular branch.
- Support website updates, including design and coordination, as driven by the business and functional groups.
- Partner with internal and external content providers, editors, designers and developers to ensure site meets with states and customer needs, and aligns with our brand strategy and web standards.
- Create and/or edit compelling and engaging content to educate prospective users, and be transparent to the user with information in languages they can understand.
- Provide input and ideas for improvements.
- Monitor website content for out-of-date postings.
- Manage site feedback.
- Monitor status of projects and report usage trends.
- Manage the integration of new media channels to existing media mix.
- Evaluate website content for brand/image consistency and consistency with other marketing activities/media.
- Provide input and help formulate online strategy and approach consistent with overall state objectives.
- Demonstrate ability to manage a web team and process.
- Provide excellent leadership to the staff and work collaboratively with staff, management, CFG staff and IT support.
- Partner with internal and external content managers, editors, designers, developers, and others.
- Market and present web/digital strategies to diverse audiences, manage multiple projects and maintain schedules.
- Excellent web/digital media project management and estimating experience.

- Create learning opportunities within the development team through training, conferences, hands-on training and mentorship in projects.
- Create opportunities that bring out creativity and passion in work.
- Demonstrate problem solving, initiative and technical innovation capable of "rolling-up sleeves and getting hands dirty" from content creation, to production support, to testing.
- Staying current with recent and upcoming changes to core technologies.
- Ensuring early and regular communication through all stages of projects.
- Drive consolidation of products to utilize common underlying technology architecture and components.
- Promote best practice development habits and highest product quality standards.

Minimum Qualifications and Required Experience:

- Bachelor's degree or MFA Digital Media, Interaction Design, Communications, Marketing or related degree.
- 3-5 years marketing communication and content creation experience.
- Exceptional written, verbal and interpersonal skills.
- 5+ years of web team/projects.
- At least 2-3 years of recent experience with projects for mobile applications and mobile web sites.
- Strong management and organizational skills.
- Consistent upward and downstream communication.
- Resourceful, innovative, self-motivated, confident in high stress situations.
- Consistently meets or exceeds deadlines on programming projects.
- Experience with a large-scale web site.
- 5-7+ years of experience as a user experience designer, information architect, interaction designer, or experience designer (or similar role).
- Proven ability to execute on UX of complex transactional interfaces, taxonomies and metadata frameworks, and templates for content management systems.
- Proven experience creating innovative experience across web, mobile, tablet, and social channels.
- Demonstrated experience conducting user research and translating user research into design decisions.
- Demonstrated experience using web analytics data to inform design decisions.
- Demonstrated ability to develop big ideas, and execute flawlessly against them in a highly collaborative environment.
- Experience in client services and negotiating business decisions.
- High tolerance for ambiguity matched only by your desire to organize it.
- Excellent oral and written communication and presentation skills.

Preferred Experience:

- Sharp eye for detail and strong understanding of user-centered design principles.
- Experience in performing competitive analysis and usability testing.

Only candidates who meet the minimum requirements for the position will be interviewed. Please submit resume to:

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